Sticky Situation Survey #4

Investigating the problem of gum stuck on shoes

*Please circle your answers*

1. Gender: Male Female
2. Which age group do you belong to?

Under 16 16-22 23-29 30-36 37-43 44+

1. What shoe size do you wear?

Men’s Women’s

*Circle both numbers if half-size*

5 6 7 8 9 10 11 12 13 14 15+

1. Approximately how many pairs of shoes do you acquire each year?

0 1 2 3 4 5 6 7 8 9+

1. How often do you chew a piece of gum?

hourly daily weekly monthly yearly never

1. Has gum ever gotten stuck to the bottom of your shoe?

Yes No

1. About how many times in the last year?

Does not apply 1 2 3 4 5+

1. Do you think it is a hassle to remove the gum stuck on a shoe?

Yes No

1. Is there a certain place that you have noticed gum to constantly stick to shoes? *Circle all that apply*

subway school office airport mall city sidewalk other\_\_\_\_\_\_\_\_\_\_\_

1. What time of year (season) have you noticed gum gets stuck to shoes most often?

Summer fall winter spring

1. Do you know of a method that can prevent gum from sticking to the bottom of shoes?

Yes No

If yes, what is it? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. How **would/have** you removed the gum from the bottom of a shoe? *Circle all that apply*

Plastic bag/freezer method adhesive remover sand/dirt method scraping method did not remove

1. If a product was invented for the bottom of shoes so that made it resistant to gum, would you be interested in the product?

Yes No

1. How much would you be willing to spend on such a product (per pair of shoes)?

$1-3 $4-7 $8-12 $13-16 $17-20 $21+